

CD70-OWI-004

Revision E

EFFECTIVE DATE: 05/15/03

ORGANIZATIONAL ISSUANCE

CD70

Media Contingency Planning

APPROVING
AUTHORITY

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TITLE

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05/15/03

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VERIFY THAT THIS IS THE CORRECT VERSION BEFORE USE

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DOCUMENT HISTORY LOG

| Status (Baseline/ Revision/ Canceled) | Document Revision | Effective Date | Description |
|--|----------------------|-------------------|---------------------------|
| Baseline | Baseline | 9/8/99 | |
| Revision | A | 11/10/99 | Rev. Applicable Documents |
| Revision | B | 03/01/00 | Rev. Applicable Documents |
| Revision | C | 04/24/01 | Rev. Applicable Documents |
| Revision | D | 05/24/02 | Rev. Applicable Documents |
| Revision | E | 05/15/03 | General Revisions |

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1. PURPOSE

This instruction establishes the procedures and responsibilities performed by the Media Relations Department (CD70) that relate to media contingency planning. This instruction extends information from the Marshall Management System (MMS) as defined by the Marshall Management Manual MPD-1280.1.

The purpose of this instruction is to document the process by which the Media Relations Department conducts business specifically in media contingency planning.

2. APPLICABILITY

The procedure applies to the following in-scope activities under the cognizance of the Media Relations Department: creating and implementing media plans for contingencies encountered by the Marshall Space Flight Center and its projects and programs.

3. APPLICABLE DOCUMENTS

Use current revisions unless there is overriding authority.

MPD 1280.1 *Marshall Management Manual*

3.1 Reference Document List.

Use current revisions unless there is overriding authority.

MPD-1380.1 *Release of Information to News and Information Media*

CD01-OWI-001 *CaER Directorate Organizational Document*
Control Process

4. DEFINITIONS

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Contingency - Any mishap, anomaly, accident or incident encountered by MSFC and/or its projects and programs that are significant enough to interest the news media.

CaER - Customer and Employee Relations Directorate

Responsible PAO - The Marshall Center Specialist within the Media Relations Department with assigned responsibility for a program area or task.

5. INSTRUCTIONS

5.1 Planning for a Contingency.

- 5.1.1 The responsible PAO will determine the necessity for a formal Contingency Plan for the organization, or any of its activities that he or she supports.
- 5.1.2 If a formal contingency plan is deemed necessary, the responsible PAO will initiate the planning process, conferring with the affected organization, other involved Federal Government agencies, its industry partners and their public relations managers, his or her headquarters counterpart/s, and the CD70 supervisor.
- 5.1.3 The responsible PAO then will draft the contingency plan, including the following information (and other information as appropriate):
 - a. When and how information will be released to the news media should a contingency occur.
 - b. What the coordination process will be prior to releasing information about the contingency to the news media.
 - c. The fact that The CD70 personnel initiated photos, video and printed information will be released to the news media even if impounded

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by any party conducting an investigation of the contingency.

- d. That no media photos, video or written or recorded notes, nor the devices used to create the same, will be seized or tampered with in any way at any time.
- e. That the news media will have reasonable access to the contingency site, as appropriate and in accordance with safety, security and investigation integrity considerations, and exactly what, where and when that access will be.
- f. That a news media briefing will be conducted within two hours of the contingency and that a statement will be made in person to the media within 20 minutes of the contingency. These statements and briefings will be done by officials of the affected program upon advice from the responsible PAO.
- g. That releases of information will be made in the days, weeks and months following the contingency, as deemed appropriate by the responsible PAO, or authorized by the chairperson of an Investigation Board, if one is convened.

5.1.4 The Media Contingency Plan will be reviewed and signed by the CD70 supervisor, the head of the affected organization, its industry partner/s as necessary, other involved federal government organizations as necessary and by a NASA Headquarters Code P official as necessary. All signatories will be provided a copy of the signed plan.

5.2 Implementing the Media Contingency Plan.

5.2.1 The responsible PAO will notify his or her supervisor as soon as possible when a contingency occurs. The supervisor will redirect CD70 personnel and resources to the implementation plan

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as necessary after conferring with the responsible PAO.

5.2.2 The responsible PAO will ensure that the contingency plan is implemented as written. If any of the plan's signers are failing to adhere to the plan, the responsible PAO will notify his or her supervisor who will take appropriate action to ensure the plan is followed as written.

6. NOTES: None

7. SAFETY PRECAUTIONS AND WARNING NOTES: None

8. APPENDICES, DATA, REPORTS, AND FORMS: None

9. RECORDS: None

10. TOOLS, EQUIPMENT, AND MATERIALS: None

11. PERSONNEL TRAINING AND CERTIFICATION: None

12. FLOW DIAGRAM: None